

City of Fort Worth, Texas

Job Description

Classification Title	Public Education Program Coordinator		
Job Code:	PR2130	Job Family:	Professional
Pay Grade	610	Date Reviewed:	07/16/15
FLSA Status	Exempt	Date Revised:	03/04/16

GENERAL SUMMARY

Manages, oversees and coordinates public education programs within an assigned department.

ESSENTIAL DUTIES & RESPONSIBILITIES

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.

1. Supervises staff, which includes prioritizing and assigning work; conducting performance evaluations; ensuring staff is trained; ensuring employees follow policies and procedures; maintaining a healthy and safe working environment; and, making hiring, termination, and disciplinary decisions or recommendations.
2. Monitors community involvement and support of assigned programs.
3. Recommends and assists in the implementation of program goals and objectives; establishes schedules and methods for providing program services; and implements policies and procedures.
4. Serves as project manager on numerous projects. Identifies potential vendors and/or contractors; works with outside contractors; and conducts research to ensure quality and timeline of work.
5. Monitors assigned department program performance. Recommends and implements modifications to systems and procedures.
6. Monitors and evaluates the quality, responsiveness, efficiency and effectiveness of assigned programs, methods and procedures; and works with employees and/or community groups on the continuous improvement of program services.
7. Oversees, promotes and coordinates specific activities within a public education or community program; prepares marketing materials in promotion of program, including news releases, flyers, schedules of events, pamphlets and brochures; oversees digital communications, including website and social media; manages media relations; and oversees distribution of published materials.
8. Maintains records and develops reports and related correspondence concerning new or ongoing programs and program effectiveness; maintains and files related reports; and prepares statistical reports, as required.

9. Participates in the preparation and administration of assigned budget; submits budget recommendations; and monitors expenditures.
10. Represents the City or department at community meetings, civic organizations, and governmental groups. Prepares and presents presentations regarding assigned public education program.
11. Counsels management on public education issues; develops and implements a strategic plan; oversees crisis communications; and oversees public participation processes and internal communication programs.
12. May develop and implement department volunteer program.
13. May provide administrative support to assigned boards, committees, or commissions; plans meetings; and prepares agendas and minutes, as assigned.
14. May coordinate grant management and reports to governmental agencies concerning accomplishment of state and local goals.
15. Performs other related duties as required.
16. Adheres to assigned work schedule as outlined in the Department and City attendance policies and procedures; ensures all behaviors comply with the City's Personnel Rules and Regulations.

KNOWLEDGE, SKILLS & ABILITIES

- **Knowledge of:**
 - Operations, services and activities of assigned public education program.
 - Principles and practices of community organizations and public and media relations.
 - Principles and practices of supervision, training and performance evaluation.
 - Basic procedures, methods and techniques of budget preparation and control.
 - Recent developments, current literature and information related to program management.
 - Marketing theories, principles and practices and their application to program promotion.
 - Budget preparation and administration.
 - Modern office equipment including computers.
 - Crisis, internal and public communication.
 - City Purchasing policies and procedures.
 - Pertinent Federal, State and local laws, codes and safety regulations.
 - City budget procedures, deadlines and legal mandates.
 - Principles of effective, quality customer service.
 - Principles of museum management, education, exhibition, conservation and collections/archives management, as assigned.
- **Skill in:**
 - Customer service.
 - Interpersonal relations.
 - Organization and time management.

- Public speaking.
- Computers and applicable software.
- Project management.
- **Ability to:**
 - Communicate clearly and effectively, both orally and in writing.
 - Coordinate, develop and direct assigned departmental public education program.
 - Direct, supervise, coordinate, train, evaluate and discipline employees.
 - Recommend and implement goals and objectives.
 - Counsel management on communication issues.
 - Elicit community and organizational support for program.
 - Promote program by implementing and designing marketing and promotional items.
 - Manage multiple projects and oversee operations.
 - Collaborate with multiple agencies and organizations.
 - Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
 - Interpret and explain City policies and procedures.
 - Prepare and administer program budgets.
 - Attend meetings and professional conferences.
 - Allocate limited resources in a cost effective manner.
 - Establish and maintain effective working relationships.

MINIMUM JOB REQUIREMENTS

Bachelor's degree from an accredited college or university with major course work in Business Administration, Public Administration, Public Relations, Journalism, Social Sciences, Marketing, Communications, or a related field and three years of increasingly responsible experience in public relations or marketing, including one year of administrative and budgetary responsibility.

OTHER REQUIREMENTS

Possession of, or ability to obtain, an appropriate, valid Texas driver's license.

WORKING CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Depending on assignment, positions in this class typically require touching, talking, hearing, seeing, grasping, standing, stooping, kneeling, crouching, reaching, walking, and repetitive motions.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Sedentary Work – Depending on assignment, positions in this class typically exert up to 10 pounds of force occasionally, a negligible amount of force frequently, and/or or constantly having to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met.